

Final Report for 2012-2014
June 2014

Your Name: Andrea Hovey

Office or Committee: External PR Committee Chair

Description of Your Role: Increase the credibility and visibility of District 12 and assist the clubs in the district by providing tools, information and training to increase their visibility in their individual communities

Biennial Goals & Results for this Biennium:

Zonta International is the organization of choice for those committed to advancing the status of women through service & advocacy

Objectives & Indicators:

- * Increase organizational visibility through more extensive PR efforts
- * Create & distribute monthly PR news bulletins to clubs beginning in December 2012
- * Provide standardized templates for PR purposes to clubs by December 2012
- * Develop a plan for news media involvement by 6/1/13
- * Improve District 12 websites
- * Implement a new District 12 website by 1/30/13
- * Develop a plan to implement or assist in rolling out new club websites by 3/1/13
- * Increase use of social media tools
- * Develop a plan for social media use by 3/13/13
- * Promote Zonta International's Service & Scholarship programs more extensively

Results:

- * Provided promotional items to clubs and individual members for the purpose of awareness and recruitment (D12 pins and lens cloths)
- * Created 3 PR newsletters – this item fell off during the first year of the biennium and could be replaced with articles in The Outreach and included with specific activity based emails/mailings/information.
- * Templates for business cards and letterhead provided on D12 website

*The media involvement information was not provided as indicated – every media outlet is different in every market (i.e. Some are more receptive than others). The committee stressed creating relationships with local media outlets for best PR results.

*D12 and hosted club websites have been updated and will be more readily accessible if we should have a change of Webmaster.

*Developed district Facebook page and encouraged/assisted clubs in developing their individual pages and utilizing them to promote advocacy, service and fundraising activities and in the promotion of scholarships & awards and the scholarship & award winners.

What Worked During this Biennium:

*The utilization of newer technologies (skype, posted webinars, conference calls) reduced costs of provided trainings and meetings.

*Zonta Says NO! was an exceptional unifying PR and advocacy campaign. 100% of clubs participating was a testament to that. Other campaigns with the backing and support materials from district and ZI would help clubs and districts do more to increase their credibility as experts in women's issues and increase visibility in their local communities.

*D12 increased their visibility within the ZI community through uploaded club photos and stories to the ZI website.

What You Would Change:

The committee began the biennium with 2 Co-chairs and 5 committee members. As the biennium progressed, life got in the way and in the last 6 months the committee was comprised of Gov. Sheila, Webmistress Susie and EXPR committee chair Andrea. We appreciate the additional funding provided by the board to outsource the website updating. I think that outsourcing the work rather than relying on volunteer support from our members may be a trend to consider.

In addition, if ZI is not going to provide an organizational wide campaign for advocacy, service, etc. I would recommend that the district PR committee create and promote, within the district, a campaign that 100% of clubs would support and promote.